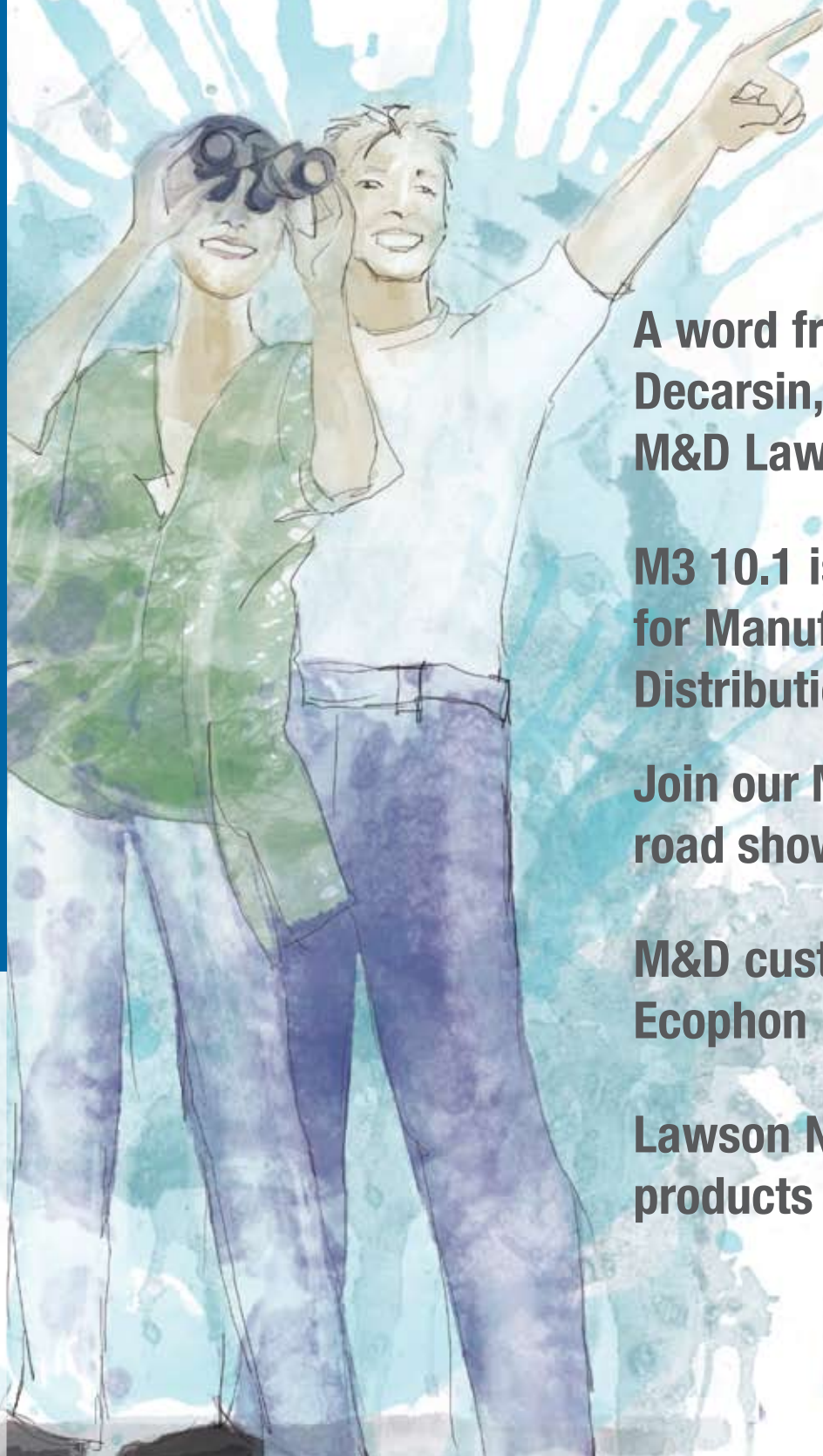


# MANUFACTURING & DISTRIBUTION

NEWSLETTER MARCH 2010



**A word from Arnaud Decarsin, General Manager M&D Lawson**

**M3 10.1 is good news for Manufacturing & Distribution!**

**Join our M3 10.1 seminar road show!**

**M&D customer in focus: Ecophon**

**Lawson News – people and products**



## A word from Arnaud Decarsin, General Manager M&D

Did you know that over half of the 100+ new functional enhancements in Lawson M3 10.1 benefit manufacturing and distribution customers in particular? With Lawson M3 10.1 you can

Benefit from the opportunity to re-visit and improve on business processes that your company may have implemented a long time ago

“Google” your Lawson M3 data and turn it into useful and effective information using Lawson Enterprise Search

Achieve the lowest total cost of ownership on the ERP market, on average 40% lower than any other ERP solution (as noted in a recent Aberdeen Research study)

Sounds enticing, doesn't it? We have sent you an invitation to our European road show where you can see first hand the benefits that M3 10.1 offers your company. I hope that you will join us at a seminar near you.

Lawson M3 10.1 is sure to revitalize the value you can realize from Lawson. With M3 10.1 you can continue your Lawson journey with great confidence. If there is anything we can do to improve our service to you, please let me know by sending me an e-mail at [arnaud@lawson.com](mailto:arnaud@lawson.com) and I promise to respond within 24 hours.

Best regards,

### The Lawson M3 10.1 Road Show is Heading Your Way – And You're invited!

The new Lawson M3 10.1 is the most comprehensive Lawson M3 release ever and to show you why, we're hitting the road and bringing Lawson M3 10.1 to you! Choose the location nearest you to get a first-hand look at the new M3 10.1 during a half-day seminar. To register send an email to [tanya.perala@se.lawson.com](mailto:tanya.perala@se.lawson.com) with seminar city and your contact details.

Sweden, Stockholm - Monday, March 29th  
 Sweden, Gothenburg - Tuesday, March 30th  
 France, Paris - Tuesday, March 30th  
 Sweden, Umeå - Wednesday, March 31st  
 Sweden, Malmö - Wednesday, April 7th  
 Poland, Warsaw - Thursday, April 8th

The Netherlands, Vianen - Thursday, April 15th  
 Spain, Barcelona - Thursday, April 15th  
 Germany, Frankfurt - Tuesday, April 20th  
 Norway, Oslo - Tuesday, April 20th  
 Austria, Vienna - Thursday, April 22nd

#### Lawson Manufacturing & Distribution Newsletter

Contact Lawson M&D for more information or to set-up your subscription to the quarterly email newsletter – send an email to [m&d@lawson.com](mailto:m&d@lawson.com).

# M3 10.1 is Good News for Manufacturing & Distribution

**We call it Lawson for YOU. Why for YOU? Well, for our existing and new customers it's for "YOUR Industry, YOUR Company and YOUR Users, which translates into YOUR Benefit."**

With M3 10.1 Lawson continues to make you even stronger and prove that "Simpler is Better." To simplify Lawson M3 we drive down the total cost of ownership by utilizing new technology, easier upgrades, and simpler operation and user interaction, making the return on investment higher and faster. To make you stronger we are enabling greater efficiencies with a deeper and broader industry-specific functionality, saving you time and money. With more than 100 enhancements that make you more efficient, the M3 10.1 release is the most comprehensive M3 release ever.

**M3**  
**10.1**  
*for you*

- For Manufacturing companies: M3 10.1 makes you more efficient in your production, warehouse and planning processes. It is designed to handle the production of discrete and process products. In addition, it supports manufacturing resource planning (MRP) attribute-based products in planning, execution and costing. Lawson M3 10.1 gives you the competitive edge throughout your industry, within your company, and among your users.
- For Distribution companies: M3 10.1 makes you more efficient in your sales and supply chain planning/execution processes. It is designed to handle your complete supply chain, from planning and sourcing to delivery and service. Lawson M3 10.1 gives you the competitive edge throughout your industry, within your company, and among your users.

To make your users even more productive and satisfied, Lawson M3 10.1 includes the Lawson Smart Office intuitive user interface with several enhancements, such as column drag and drop in list views, new bookmarks (favorites) technique, and Lawson Enterprise Search - "Google™ for Lawson," which makes M3 information and data accessible to anyone, and delivers advanced, simpler search facilities for all levels of users.

**You want to know more about M3 10.1 for Your Industry? Talk to your customer account executive!**

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## Annie Genet joins Lawson M&D as regional sales director EMEA South



Annie Genet will bring over 20 years of experience from working in application software in sales and sales management positions. Annie Genet has also worked with hardware and in consulting firms. Most recently Annie Genet worked as the EMEA Sales Director at APRISO, a company in manufacturing operations management focusing on the automotive industries.

**M&D customer in focus:**

# Lawson Enterprise Search at Ecophon



**Ecophon, the Swedish-based global supplier of acoustics systems, is running Lawson Enterprise Search and we had a chat with Magnus Wittander, Application Leader M3.**

## How has Lawson Enterprise Search changed the way you work?

Lawson Enterprise Search gives us a whole new dimension to searching - before we could only search inside a program or we had to go through several programs to search for information. LES is able to do this in a very easy way and we can run any search we want, i.e. queries. The opportunities for search have now exploded and it's true to say it's like a snowball effect with our users exploring the system very quickly and the search function spilling over to new areas and new ways of working.

## How does LES affect your business?

Almost overnight, we've been able to automate our order management process and gain access to real-time information on which we can base our decisions, advice and service. Our customers get a faster response and it's really helped to save time internally.

## Can you tell us about your plans for LES?

We are currently using LES within our customer service department. The plan for 2010 is to roll out to all Lawson M3 users across 10 countries globally and increasingly also for the areas of finance and purchasing. The product is a young product, but the search technology is already giving us a whole lot of potential when used together with Lawson M3. I can already see many things that we can improve within our organization. There's great potential to develop the tool further, to integrate Enterprise search with other Lawson products as well as with third party products - we just need to learn all the things we can do!



**Lawson Enterprise Search (LES) is an intuitive new product for searching transactional data as well as business documents across the Lawson M3 Enterprise Management System, Lawson Business Intelligence and the user's desktop. It enables searching for data that is typically not searchable in standard database systems - even obscure information such as comments, notes and descriptions within documents.**

# 5 Questions

## Marianne Lindhard Moe, Lawson M&D

**Marianne is the newly appointed managing director at Lawson in Denmark and also heading the Service organization in the business unit Manufacturing & Distribution Northern Europe (Nordic countries, United Kingdom and Ireland).**



### 1. What can you tell us about your background?

My history in the IT industries goes back 25 years starting at the American company Digital where I spent five years. I left to join the family business, Lindhard Computer Systems, where I spent the next nine years, five of them as the managing director in Denmark. The family business was acquired by Vanenburg BV, an IT group based in the Netherlands. I worked at Vanenburg for 5 years as Nordic managing Director. In 2005 I joined Intenia as Danish Service director – it was one year prior to the Lawson merger.

I have a master's degree in science from the Technical University of Denmark and a business degree from Copenhagen Business School.

### 2. What can you tell us about Lawson in Denmark?

Lawson Denmark's history goes back to 1983 when the company FR-Gruppen started in Odense – and later was taken over by Intenia. Odense is still the main office in Denmark – in the middle of Denmark from where you can drive to visit most customers. The Danish organization is strong and mature – actually one of the founders from 1983, Magnus, is still working for Lawson Denmark. Lawson has approx. 100 employees in Denmark.

### 3. What is your top priority heading the country organization in Denmark?

First of all, I'm happy and honored to take on the role as country manager. Lawson Denmark has been a very successful company for many years and my top priority is to secure that we continue the good cooperation with our Danish customers. Customer focus is my top priority – to make sure that the customers in Denmark get the right support and help also in our vertical organization where consultants or salespersons might come from different business units and sometimes from other countries.

### 4. You are also service director heading Lawson's M&D service organization in Northern Europe – can you tell us how Lawson's service organization is getting prepared for working with the new release – Lawson M3 10.1?

We have started the M3 10.1 training and the goal is to have all Lawson consultants and project managers certified in 10.1 before July 2010. We are working with certification to improve quality in the delivery process and we want all our 10.1 upgrades to be successful.

Quality, education and certification are the main topics in the new Lawson strategy. And this is not only for consultants, but also for project managers and for the rest of us.

### 5. How far is Lawson in the verticalization?

We have been working in vertical business units for nine months now and it is still fairly new to our customers. We have signed two new customers in Denmark where the sales executives come from Sweden and Norway – one of them a fashion customer. I think this was a very good example of where we were able to bring in the most skilled persons to provide the customer a very lean solution. A good example of the strength a vertical organization brings.

## LAWSON NEWS

### Master Data in focus

#### Popular Danish M3 user group seminar



Last week of January, Danish M3 user group in Denmark arranged a seminar focusing on master data. On the agenda: Important master data for customer complexity and important master data for vendor complexity.

Around 100 participants met at the Lawson Odense office. Jan Pedersen, business consultant at Lawson, had prepared the presentations. Per Kongstad, Group IT Manager at Broen A/S, is the former chairman of the M3 User Group Denmark: "Being the ex-chairman of the M3 User Group, it was a pleasure to see that so many found the event valuable. I am looking forward to the next big M3 user group happening: the yearly conference April 14-15".

### MyLawson.com and CASE Management

From March 1st, all access to Tellus is via MyLawson.com. If you haven't access already, register to receive log-on credentials. All you need to do is to complete an on-line form to assign a Customer Administrator and then you will have access to all your Lawson information in one place. [Click here to register](#)

### Lawson InterACTIVE – M3 Webinars for customers

Lawson InterACTIVE simplifies the process of signing up and attending webinars for M3 customers in Europe. Available in English, German, French and Swedish, the webinars are 30 minutes and covers new products, solutions and services. You want to know more, visit <http://interactive.lawson.com>

### Lawson Learning vLabs

When it's time for class, simply open your web browser and sign in. In today's challenging economy, organizations still need to train their employees but cannot afford extensive travel costs. vLabs are just like being in the classroom - only easier. Visit <http://vlab.lawson.com> to learn more.

### StreamServe 3 decommissioning

Effective December 31, 2010, StreamServe is decommissioning StreamServe 3. Lawson will also end support of this version on December 31, 2010. Customers running M3 Business Engine 12.4.3 I should follow the upgrade path stated - Upgrade Path: StreamServe 4.1.2.

#### Contact Lawson Extended Services about StreamServe 4.1.2 installation/upgrade:

Austria: Antoinette Tuinier, [extendedservices@at.lawson.com](mailto:extendedservices@at.lawson.com), phone +49 2103 89060  
 Belgium: Maud Le Bihan, [extendedservices@be.lawson.com](mailto:extendedservices@be.lawson.com), phone +32 9 236 1636  
 Denmark: Annika Linderdahl, [extendedservices@dk.lawson.com](mailto:extendedservices@dk.lawson.com), phone +45 7213 8648  
 France: Maud Le Bihan, [extendedservices@fr.lawson.com](mailto:extendedservices@fr.lawson.com), phone +33 1 34 20 80 00  
 Germany: Antoinette Tuinier, [extendedservices@de.lawson.com](mailto:extendedservices@de.lawson.com), phone +49 2103 89060  
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